

Porsche expands its individualisation offering in the Netherlands

02/10/2025 With a new Porsche Exclusive Manufaktur showroom, the Stuttgart-based sports car manufacturer has expanded its activities in the field of vehicle customisation. Customers at the Porsche Centre in Gelderland (Netherlands) will now be able to take advantage of a wide range of inspiration and advice on offer, particularly for limited-edition vehicles, one-off projects and Exclusive Manufaktur options.

Based on the Destination Porsche retail concept, which combines sales, service and brand experience in one, the Porsche Centre Gelderland will offer its customers enhanced expertise in all aspects of individualisation at Porsche. This is made possible by a completely redesigned showroom featuring an interactive configuration area where, among other things, designs can be explored with the use of ‘inspiration models’.

Design according to the customers' tastes

Thanks to one of the most extensive collections of leather and colour samples, customers – together with specialist customer advisors – can not only begin the process of developing entirely new paint colours[1] but also design and then order every detail of their vehicle according to their own tastes. An interactive screen in the heart of the showroom assists with the creative configuration of each customer's dream car.

"Our Exclusive Manufaktur has been Porsche's individualisation programme for nearly four decades now – almost every car we build incorporates at least one option from this range," says Alexander Fabig, Vice President for Individualisation and Classic at Porsche. "From Exclusive Manufaktur options and Paint to Sample, to limited-edition series such as the 911 Spirit 70, this programme is a cornerstone of our product strategy and is in high demand worldwide. We are therefore delighted not only to continue expanding our offer in the future, but also to make it accessible to everyone here in the Netherlands."

The Porsche Centre celebrated the showroom opening on 30 September 2025. The new showroom is an initiative of the Porsche Centre Gelderland in collaboration with Porsche AG and the Dutch importer Pon Porsche Import: "The Porsche Centre Gelderland opened almost 20 years ago, and the world's first Porsche Classic Centre opened here 10 years ago. Since then, we have been working continuously to expand the brand experience and offer the appropriate service," says Mark Wegh, Managing Director of the Porsche Centre Gelderland. "This is a very special milestone for us and we are looking forward to making the purchase of a Porsche an even more exclusive experience for our customers."

About Porsche Exclusive Manufaktur

Fulfilling individual customer wishes is an important part of Porsche's global product offering. The success of this approach speaks for itself: worldwide, 98 per cent of Porsche customers ordering a 911 choose at least one customisation option from the Exclusive Manufaktur. The range of options for new vehicles extends from the interior and exterior to lifestyle-oriented packages and the realisation of limited series and market editions.

The car configurator already offers customers worldwide more than 1,000 Porsche Exclusive Manufaktur options across all model series. The Paint to Sample programme, which features more than 190 additional exterior colours, rounds off the range. Porsche also offers numerous accessories, retrofit options and equipment for customers wanting to personalise their dream cars. A particular highlight here are the performance kits from Manthey Racing.

[1]Paint to Sample Plus, as part of the Porsche Sonderwunsch programme

MEDIA ENQUIRIES



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Consumption data

911 Spirit 70 (WLTP)*: Fuel consumption combined: 10.6 – 10.4 l/100 km; CO_2 emissions combined: 240 – 236 g/km; CO_2 class: G

718 Cayman GT4 RS (WLTP)*: Fuel consumption combined: 13.0 l/100 km; CO_2 emissions combined: 295 g/km; CO_2 class: G

911 GT3 RS (WLTP)*: Fuel consumption combined: 13.2 l/100 km; CO_2 emissions combined: 299 g/km; CO_2 class: G

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Image Sublines

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Subline: Official handover of the Porsche Exclusive Manufaktur certificate. F.l.t.r.: Alexander Fabig, Vice President Individualisation and Classic at Porsche, Mark Wegh, Managing Director Porsche Centre Gelderland, Berry Vlaanderen, Manager Retail Network Pon Porsche Import, Alice Schouten, Managing Director Pon Porsche Import, and Julia Recker, Sales Operations Individualisation and Classic at Porsche

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